

Abstract of the Disclosure

A computer-assisted method is disclosed for determining a potential effectiveness of a survey question. The disclosed method includes segregating a plurality of responses to a survey question into a plurality of categories, and
5 determining a response distribution for each of the plurality of categories. The disclosed method also includes calculating a box score and a difference score for the survey question from the response distributions, and using the box score and the difference score to obtain an effectiveness score for the survey question.

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